



Pro Tips for Creating Viral Tech Content for Social Media

6 Golden Rules to Skyrocket Your Views

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The creator's core role and positioning.

01. Niche Selection: Focus on 3 High-Traffic Areas



01 / AI Applications

AI painting/video generation, smart agent interaction, AIGC tool reviews. Showcase AI's creativity and fun.



02 / Smart Home

Whole-house smart makeovers, new gadget reviews, scene automation demos. Demonstrate convenience and comfort.



03 / Cutting-Edge Hardware

Unboxing new products, showcasing 'black tech', teardowns and builds. Satisfy curiosity and thirst for knowledge.

02. Content Creation: The Core Formula for Viral Videos



01 Scene

Show a specific life or work scenario to create audience engagement.



02 Pain Point

Point out the inconveniences, troubles, or annoyances in that scenario.



03 Solution

Provide a perfect solution with a high-tech product, instantly increasing value.

Example: Scene - A chaotic morning rush. Pain Point - Can't find the phone, curtains too bright, no time for breakfast. Solution - Show a smart speaker controlling curtains, playing news, and a smart coffee machine brewing coffee automatically.

02. Content Creation: The Secret to Visual Presentation



Through a first-person product unboxing, combined with a rich display of digital products in the background, an immersive tech experience is created to showcase product details intuitively.



First-Person View (POV): Immersive Experience

Shoot extensively from a first-person perspective to give the audience an immersive experience and enhance engagement.



Fast-Paced Editing: Visual Impact

Use rapid cuts, transition effects, and impactful sound effects to deliver more information in a short time and capture the user's attention with visual impact.



Core Strategy: Tech content heavily relies on visual expression. Don't let the audience get bored.

03. Value & Trust: Providing Real Value



Novelty

Introduce uncommon 'black tech' products and showcase unseen features to satisfy the user's curiosity.



Utility

Provide practical solutions that 'improve efficiency', 'free hands', or 'better life', making the audience feel 'this thing is useful to me'.

Core Logic: No matter how your content changes, you must give the audience an irresistible reason—a reason to like and follow you.

03. Value & Trust: Building User Trust



Core: Through professional and objective content, make the audience think of you as a 'tech buyer' they can trust.



Comparative Reviews: Visualize, Highlight Pros & Cons

Use comparison formats like 'Domestic vs. Foreign', 'New vs. Old', 'Expensive vs. Cheap' to visually show product differences and provide clear purchasing advice.



Hardcore Teardowns: See the Essence, Demonstrate Professionalism

Disassemble popular electronic products to show internal precision structures and materials, demonstrating your professionalism.

04. Persona Positioning: Be a 'Tech Translator'



Build a genuine and approachable image to connect with the audience. Reject cold technical preaching and be a warm communicator of technology.



Manual

Blandly listing product parameters and features, lacking emotion and warmth, it easily creates a sense of distance and fails to build lasting appeal.



Translator

Skilled at 'translating' complex technical principles into easy-to-understand language and vivid metaphors. Be a bridge connecting cutting-edge technology with the general public.

Core: Your role is a communicator, not an explainer.

It's not just about conveying information, but also value and warmth. Use sincere communication to help the audience gain knowledge and build trust in a relaxed atmosphere.

Key Takeaways Summary

01

Niche Selection

Focus on the three high-traffic fields of AI applications, smart homes, and cutting-edge hardware to lock the core traffic pool of tech content and align with user attention.

02

Content Creation

Follow the 'Scene + Pain Point + Solution' viral formula. Use first-person perspective and fast-paced editing to enhance visual impact and audience engagement.

03

Value & Trust

Balance novelty and practicality. Build professional trust with users through expert reviews, hardcore teardowns, and objective opinions.

04

Persona Positioning

Be a 'Tech Translator' connecting cutting-edge tech with the public. Translate complex technical concepts into accessible, easy-to-understand language.



Thank you for listening! Feel free to ask questions and explore the infinite possibilities of tech content creation together.